

Staff Council Standing Committee Minutes

Committee Name: Executive

Meeting Date and Place: 1/7/15, Hokona Hall, Room 373

Members Present: Mary Clark, Crystal Davis, Renee Delgado-Riley, Joseph Lane, Cindy Mason and Gina Urias-Sandoval

Members Excused: Joaquin Baca and Gene Henley

Minutes submitted by: Kathy Meadows



	Subject	Notes	Follow-Up
1	Approve Agenda	Approved.	
2	Approve Minutes from 12/10/14	Approved.	
3	President's Report	<p>On behalf of the Communications & Marketing Committee, Delgado-Riley presented the Social Media Survey and the Social Media Proposal. The Survey was approved and was sent back to the Committee to refine the questions and set a timeline. The Proposal was sent back to the Committee for further research on additional funding sources within ISS.</p> <p>The Staff Council signed a Service Level Agreement with ISS IT, which specifies IT services available to the Staff Council Office.</p> <p>The Strategic Plan is in its final stages of editing by the Communications & Marketing Committee. Their review deadline is 2/27/15.</p> <p>President Frank and Provost Abdallah have both expressed interest in attending future Staff Council meetings. Provost Abdallah agreed to host a "Lunch with the Provost" every month. The Executive Committee will be responsible for recruiting participants.</p> <p>Last month, Jarrett Hines-Kay resigned as President-Elect. An election to fill the vacant position will be held at the January Staff Council meeting.</p>	
4	Speaker's Report	The Executive Committee approved the disbanding of the Campus Environment Committee. This will be brought to the Council for approval in January. The Staff Council will assume responsibility for the index code associated with this Committee.	
5	Treasurer's Report	On behalf of the Events Committee, Mason presented a Funding Request for videotaping services from KNME. This was approved by the Committee.	

UNM Staff Communication Preferences Survey

Fall 2014

Introduction

Your Staff Council is dedicated to representing the staff at UNM and ensuring that your concerns are being addressed within the University. We want you to be informed about the status of those concerns, ways to get involved, and the outcomes of these collective efforts. In order to achieve these goals, this survey is being conducted to determine communication preferences of staff members at the University of New Mexico's Main and North Campuses.

This survey should take less than 5 minutes to complete. Thank you for your time and for everything that you do to make the University of New Mexico the premier educational institution in New Mexico.

Question 1

What type of device do you primarily use for work purposes?

	Mac/iOS	PC/Windows	Linux/Android	Blackberry/Rim
Desktop Computer				
Laptop/Notebook				
Tablet				
Cell Phone/Smartphone				

Question 2

Which type of mobile phone do you own? (select one)

- iPhone
- Android Phone
- Traditional cell phone
- I do not own a mobile phone (Go to Question 4)

Question 3

Do you want to receive information from the University on your mobile phone? (select one)

- Yes
- No
- Unsure at this time

Question 4

Which means of communication from the University would you prefer in the following cases? (check all that apply)

	Email	Physical Mail	Social Media	Text Message
Official University Notices				
Periodic Updates from the Staff Council President				
General Staff Council Updates				
Campus Delays/Closures				
University Events				

Question 5

How often would you like to receive communications from Staff Council via the following formats?

	Never	Once a Month	Once a Week	Once a Day	Multiple Times Per Day
Email					
Physical Mail					
Social Media					
Text Message					

Question 6

Which of the following social media do you use for professional and/or personal purposes on a regular basis? (Check all that apply)

- Facebook
- Flickr
- Google+
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Tumblr
- Twitter
- Vine
- Whatsapp
- YouTube
- Other: _____ (please describe)

Question 7

Do you use social media (such as the ones above) to engage with the University in the following ways?

	Currently Use	Want to Use	Do Not Want to Use
Receive communications from Staff Council			
Receive information about University events			
Engage with your co-workers and/or other staff members on campus			
Exchange communication with your staff councilor			
Communicate with students and/or student employees			
Market events, services, information, etc. hosted/offered by your unit			
Other (please specify) _____			

Question 8

How do you think that Staff Council could better communicate with staff members at UNM? (Open-ended)

Question 9

What other information or content would you like to receive from Staff Council?

Conclusion

Thank you for your participating in this survey! If you have ideas, suggestions, or want to get involved in Staff Council, please contact us at scouncil@unm.edu.

And if you're interested, connect with us in the following ways:

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)

"Staff Council – The voice of staff at UNM since 1990"

DRAFT



Social Media

Evaluation, design and implementation

Date Submitted:	August 26, 2014
Submitted by:	Mark Reynolds
Executive Sponsor:	Staff Council Communications And Marketing Committee
Initiator:	

Part 1: Business Case

1.1. Business Need/Problem *(2-3 sentence description of the problem we are trying to solve.)*

The University's Staff Council is migrating to a new website, design and a fresh customer-facing approach. To enhance the website with value, along with other tools, mechanisms for Staff Council to stay in touch with their constituents on issues, events and topics, a social media project plan needs to be developed in concert with the web design. Statistics show a huge shift away from traditional publishing towards social media.

- 4 of the top 7 highest-traffic websites (Facebook, YouTube, Wikipedia, and Blogger) are social media websites
- Two-thirds of the global internet population visit social networks
- More than half of all people in the U.S. over 12 have setup a social media profile
- With over 400 million users, if Facebook were a country, it would be the 3rd largest country in the world
- Twitter now has 110 million users and is adding 300,000 a day

Comment [PC1]: Great info, would like to know where it comes from.

There are a number of current social media applications that Staff Council uses to communicate effectively:

- Email (enews, SC preceint and grade updates, executive updates)
- Facebook (477 current members)
- Instagram (new)
- Youtube (new)
- Twitter (28 followers)
- Yammer (new at UNM)

As these applications are used and managed by different groups within Staff Council a project plan has to be developed for content input, output and process flow. There are process to post to a single application which will multipost to all of the social media applications

The Staff Council administrator has multiple duties today, so the purpose of the plan will be to also identify the resources required to maintain the social media content, updates, flow and ownership.

1.2. UNM/Business Objectives *(2-3 sentence description of the objectives a solution must achieve.)*

Social media is a user-generated content on the internet. It's created with free or inexpensive technology, is easy to update, and can reach a niche audience or millions. It can be mere words in a blog, but also a user-generated videos, photos, and audio. It can be interactive with unfiltered comments from visitors. And as user-generated content, it does away with controls with traditional media-and most of all, it removes the need for big media.

The business objectives include but are not limited to:

- Build awareness
- Strengthen relationships with staff, influencers
- Better understand staff and their expectations
- Improve Staff Council staff-facing customer service
- Identify ideas
- Increase website traffic
- Drive staff traffic to staff events, updates that are important to University staff

1.3. Proposed solution, and alternatives considered

Select and implement a mix of social media that reaches staff. As most if not all are free software or applications we will solciate UNM staff with a survey (Opinio) to start the evaluation and design process.

1.4. Customers and end-users *(List both the customers and end-users as they are not usually the same.)*

Customers: University Staff

End-Users: University Staff

1.5. Business Drivers *(Identify the primary business drivers and provide explanations as needed)*

Improve delivery and receipt of staff content, updates, expectations. The upgraded Staff Council website will serve as a central portal for this design.

Social media is where our communities are shifting their attention: we cannot ignore this trend. Staff Council must embrace the social tools to push and pull content if the staff is going to retrieve this data and information.

Comment [PC2]: Maybe this isn't what you meant, but that's how I interpreted. Please fix if I'm wrong.

Team

1.	8-29-2014	Who will work on this proposed project?	
2.	Fixed	Flexible	The Staff Council Communcations and Marketing Committee, University Communications and Marketing (UCAM), and the UNM Social Media Users Group (SMUG)
	x		

Timing

1.	1-5-2015	What is the desired date to complete this proposed project?	
2.	Fixed	Flexible	<i>Is this date fixed or flexible? Please explain how the date was determined and explain the consequences of not meeting this date.</i> Given information that will be provided from the survey, the date will be flexible as the content, and design considerations are developed.
		x	

Risks

	Yes	No	
3.	Is this an external Federal, State, or Agency regulatory or compliance issue? <i>If so, please attach the reference document which mandates the requirement.</i>		
		X	
4.	Is this required to maintain system integrity, compatibility with other application software, or vendor support? <i>If so, please describe.</i>		
		X	

Benefits - Intangible

	Yes	No	
5.	Is this an explicit leadership (Regents, President, EVP, or VP) initiative? If so, please describe the specific proposed project's direction as opposed to a broad goal. Please add IT CIO initiatives to question 11 below.		
		X	
6.	Are there anticipated process efficiencies to be gained? Please describe, and quantify wherever possible. When do we expect to begin realizing these efficiencies? Service catalog question: is this an existing service improvement, change, deletion, in the IT catalog or a new service – if a new service what is the approval process		
	x		Provisioning social media in concert with a Staff Council modern website will yield many possible benefits, to include but are not limited to: <ul style="list-style-type: none"> • Build awareness • Strengthen relationships with staff, influencers • Better understand staff and their expectations • Improve Staff Council staff-facing customer service • Identify ideas • Increase website traffic • Drive staff traffic to staff events, updates that are important to University staff • Reporting tools for trending • Improved/streamlined workflow (SC admin, support person) • Improved communications among Staff Council committees and members
7.	Does this provide the University with a competitive advantage, or does failure to do it put us at a disadvantage? If so, please explain.		
	x		This project will improve ability to update staff on issues, executive direction, staff spotlight series which will provide UNM with a competitive advantage.
8.	Does this strengthen internal controls, improve data quality, and/or increase reporting accuracy? If so, please explain.		
	x		Collects data that can provide useful information about staff trending and method of receiving and pushing content will increase the accuracy of the data getting to the respective staff groups.
9.	Which area of SC strategic initiative does this case align to? Please mention the primary strategic initiative from the IT dashboard this case aligns to.		
	1. TBD		

Benefits - Tangible

	Yes	No	
10.	Is there an anticipated financial savings or expenditures resulting from this case? Do not include labor savings unless these labor costs will be completely eliminated. Labor that can be reallocated is covered in the next question. What is the expected amount, when do we expect to begin realizing these savings, and, if known, how will this money be repurposed?		
		X	The social media we are proposing is freeware Addition of a support staff member will be required to make this project efficient
11.	Does this have the potential to increase revenue to the University? If so, estimate the annual amount and include an explanation as to how this was derived and how it will be measured in relation to this initiative? Do new rates have		

to be established or do existing rates/funding models need to be modified?		
	X	

1.6. Cost Analysis (Provide an initial high-level estimate by fiscal year. This will be refined later in the process.)

Total Cost of Ownership	FY1	FY2	FY3	FY4	FY5	Five Year Total
Non-Recurring Costs	\$	\$	\$	\$	\$	\$
Recurring Costs (Assistant)	10,000	10,000	10,000	10,000	10,000	50,000
Total	10,000	10,000	10,000	10,000	10,000	50,000

1.7. Source of Funding (Describe how this project will be funded (non-IT unit, sales revenue, internal re-allocation, etc.)

Funding Sources	Department	FY1	FY2	FY3	FY4	FY5	Five Year Total
Non-Recurring Cost							
Non-Recurring Cost							
Recurring Cost							
Recurring Cost							
Total		\$	\$	\$	\$	\$	\$

- Aside from internal labor, are the project costs included in your operating budget for the current fiscal year?

Additional Business Case Comments:

Timeline of Steps

- Define goals, objectives, and strategy
- Ask for resources – part-time, full-time, consultant
- Recommendation of who owns the social media for SC (processes)
- Time to get trained on social media
- Time to determine team, either internally, choosing a social media consultant, or both
- Setting up accounts for social media, ownership and backups
- Process flow for content – pull, push
- Surveying the existing community of clients, influencers on the main social sites
- Time to setup a SC blog
- The sequence of social media sites we will concentrate our efforts on
- Time needed for listening to each online community
- Time to develop a following

- Time to create content, such as a blog (ongoing), videos, white papers, podcasts
- Time to learn time-saving tools such as RSS feeds, Hoot suite, Bitly, etc.
- Dates of pre-scheduled progress reports

1.8. Business Case Approvals

Date Reviewed: _____

Signature: _____

Executive Sponsor: Renee Delgado

Comments by Executive Sponsor

Communications and Marketing Committee: Project Champion



Event Name: SC 25 year promotional video (2-3 minutes with snippets) KNME
Submitted Date: 1-6-2015

Date of Event (Start and End): February – July 1st, 2015

Project/Event Contact: Mark Reynolds (Events Committee Chair), Kathy Meadows (SC admin), Renée Delgado-Riley (SC President)

Name: Mark Reynolds

Phone: 505-277-5988

Email: reynolds@unm.edu

Committee: SC Events Committee Chair, Mark Reynolds

Business Purpose:

Staff Council is in its 25th year as an organization. The Events Committee charge is to develop marketing ideas to promote this historical 25th Anniversary event and awareness. One of the ideas is to develop a video that can be used on YouTube, SC website, Facebook and other forms of social media for promoting Staff Council. This video will be used throughout the year as in the future.

This proposal and request is to partner, work with UNM KNME for this video development, design and deliverable end product with a release date of July 2015.

As funds are used each year for SAM(Staff Council Appreciation Month) for large events, like the picnic, this request would be in place of that request and other events would be adjusted accordingly to cover this request.

- Please provide a detailed list of expenses (food, room rent, etc.) along with proposed cost (price quotes, contracts).

Request: \$4,850-5,000

Expense	Amount	Justification
25 th Anniversary Marketing Video	\$4,850-5,000	This will be used as a marketing tool for the almost 5,000 staff at UNM to become informed about Staff Council and how to get involved.

For internal use only-
Even Name:

Budget Amount:

Approved/NA

- Budgetary costs from KNME are as follows
 - Studio (for interviews) \$400.00/hour – discounted for UNM department, anticipated 4 hours based on 5-6 interviews, editing
 - Editing (laptop) \$100/hour – high resolution video
 - Graphic animation \$250/hour (if required) – estimating 5-10 hours
 - Narrator (if required) - \$50/hour – estimating \$500.00
- Rollup estimated costs
 - Studio time @ 1,600
 - Editing (offline) @ \$2,000
 - Editing (online) @ \$1,250
- Total estimated at \$4,850-5,000

- **All spending will be reviewed for reasonable cost, available budget, and valid business purpose.**
 - NOTE: KNME will charge based on the design, request which may be less than the estimated amount
 - The listed estimated is based on a best practice (UNM Physical plant video, etc.)

- **If funding was provided by other sources, provide a brief description and amount provided.**
 - No other sources providing funding sources (ISS only)

- **Attach any and all quotes, invoices, other sources of funding; any backup documentation to speed processing.**
 - Email attached from KNME
 - Attached is the SC 25 year proposal suggested script items for KNME to work with

ALL EXPENSES MUST COMPLY WITH UNIVERSITY FINANCE AND PROCESSING POLICIES WITHIN UAP 7000.

For internal use only-
Even Name:

Budget Amount:

Approved/NA